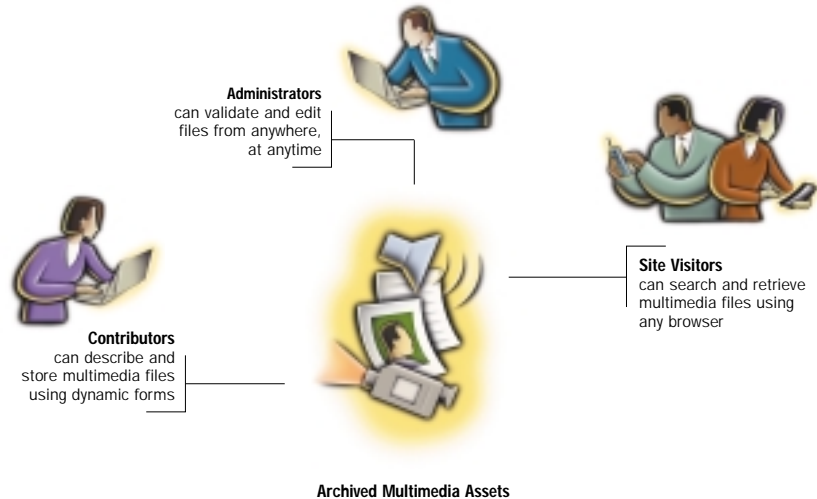


Reef MediaCatalog

BROWSER-BASED MULTIMEDIA ARCHIVE AND RETRIEVAL SYSTEM ENABLES
DATABASE-DRIVEN ONLINE CATALOGS FOR DYNAMIC E-BUSINESS

A Complete, Extensible Media Asset Management System.

- Permit or limit access to an entire catalog, a particular category, or a single item, empowering specific user groups to take on any role you choose
- Accept catalog contributions from a broad population, while allowing an online administrator to approve, modify, or delete the submissions prior to publication
- Give site visitors the ability to search by an infinite set of criteria of your choice, using a simple online form
- Create and manage personal catalogs of frequently-used media such as personal jukeboxes or mini-archives of images, sound, or text
- Accommodate and support new media types as they emerge for smooth evolution of your online catalogs in the future



A Robust Electronic Repository— for Today and Tomorrow

Reef MediaCatalog is a powerful media asset management tool that enables you to archive, classify, and retrieve multimedia files in database-driven online catalogs that can be displayed, searched, and updated from anywhere, at anytime, using any browser interface you choose. Combining powerful classification/search capabilities with sophisticated access rights, Reef MediaCatalog can also serve as a powerful foundation for any application that revolves around rich information sharing and collaboration—for example, an intranet-based document management application or an Internet-based real estate listing application.

Flexible File Classification

At the heart of Reef MediaCatalog's storage and retrieval capabilities, powerful file classification features enable you to develop a custom list of attributes for a single file or groups of files. These attributes are then utilized to create, view, and search files. Media files are also stored in a hierarchical structure of categories, which can be browsed level by level or used to restrict searches.

Easy, Robust Storage and Management

Reef MediaCatalog allows easy administration of your repository through a simple-to-use interface. Automatically publish items and remove them from publication by assigning start and end dates to them. Validate content before placing it online. Use aliases to place files in multiple locations in your catalog. Be highly specific about the level of access you assign to a particular user group so you never lose IT control.

Powerful Retrieval

With Reef MediaCatalog, multi-criteria searches are enabled dynamically, based on the way you choose to describe the items in your catalog. You can combine text searches with other criteria in any combination, and include the contents of your documents in your search. Or you can use the category hierarchies to browse your repository.

Future Extensibility with XSL

Because Reef MediaCatalog uses XSL (Extensible Stylesheet Language) for presentation, your catalogs can easily be displayed, searched, and updated through emerging clients such as WAP-enabled devices (e.g., phones and handhelds.)

Reef MediaCatalog

FEATURES

BENEFITS

Web-enabled Database Capability	<ul style="list-style-type: none"> Allows you to share and organize your electronic repository of media files from any place and at any time using a simple browser interface
XSL Data Presentation	<ul style="list-style-type: none"> By separating data from data presentation with XML and XSL, Reef MediaCatalog makes it easy to present data to site visitors in any format and support emerging standards such as Wireless Application Protocol (WAP)
Validation and Access Rights	<ul style="list-style-type: none"> Enables you to define and manage a specific work process to coordinate the flow of work of site contributors and administrators for enhanced productivity and efficiency without any loss in site quality or control
Rich Type Customization	<ul style="list-style-type: none"> Allows flexible and precise file classification through the customization of attributes used to describe each type of catalog item
Item Aliasing	<ul style="list-style-type: none"> Through aliasing, items can appear in multiple categories
Multi-criteria Search	<ul style="list-style-type: none"> Powerful, multi-criteria search capabilities reflect the criteria you used to describe your documents and files
Search Within Different Types of Files	<ul style="list-style-type: none"> Allows you to search for specific keywords or topics within files (e.g., within a text file, a .pdf file, a spreadsheet file, a slide presentation file)
Unlimited Catalogs and Media Types	<ul style="list-style-type: none"> Store text files and documents, presentations, images, video, spreadsheets, audio, Shockwave, Flash, and other media types—and rapidly support new file types without any re-engineering
Rich Content Support	<ul style="list-style-type: none"> Complete support for a broad range of multimedia objects, including text files (HTML, presentations, spreadsheets), images (.gif, animated .gif, .jpeg), video (.avi, QuickTime), audio (.wav, .au, .midi), Flash, Shockwave, and others, facilitates the creation of compelling, engaging online experiences

Reef Internetware: Modular Applications Built on Shared Engine

Reef MediaCatalog is part of the Reef Internetware product suite: a rich set of modular applications built on a shared, horizontal engine that provides common services and functionality to all applications. Designed from the ground up to *embrace* continuous change, this comprehensive, integrated suite enables decentralized knowledge workers to directly manage dynamic e-business—content, commerce,

community services, and business process coordination—using a simple Internet browser interface. The modular design makes it easy to add new e-business applications as your business grows. And the open, integrated architecture allows unprecedented sharing of information and services between all your e-business applications for maximum business efficiency and information consistency.

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About Reef

Reef is a global Internet software company providing a modular suite of Internet applications, called Reef Internetware. Reef Internetware enables dynamic content, commerce, community, and coordination management for Internets, intranets, and extranets that are the foundation of e-business. For more information, visit us at www.reef.com